



**Date:** June 19, 2006  
**To:** Gerald R. Miller, City Manager  
**From:** Katherine Parsons, Public Information Officer  
**For:** Mayor and Members of the City Council  
**Subject:** City Report For Week Ending June 17, 2006

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This *City Report* highlights various activities for the week ending June 17. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using "Citywide Focus Areas" to organize our weekly activities. These Focus Areas are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services. It is our hope that this new framework, which will be used for a variety of City documents, will improve our ability to communicate information about the services we provide to both the City Council and the community.

The City Report has a new section: the *75<sup>th</sup> Anniversary Long Beach Sea Festival*, which will highlight main events, many of which are free and for kids of all ages.

I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

#### **MAJOR WEEKLY HIGHLIGHTS**

##### **Focus: Leadership, Management, and Support** **We Did It!**

On Tuesday, June 13, at a City Council Budget Study Session, City Manager Gerald R. Miller announced that his upcoming FY07 proposed budget would eliminate the final \$10 million of the City's \$102 million structural deficit. The development and implementation of the City's Financial Strategic Plan has been recognized as a model for solving budget deficits. The process utilized increased transparency and community involvement in the budget process and improved the City's overall credit rating. Noted as a remarkable success story, the new approach improved public confidence and set the foundation for improved public service. Mayor O'Neill and several Councilmembers recognized and praised City employees for their efforts and dedication, which were vital in accomplishing the goal. To hear the comments, please go to [www.longbeach.gov](http://www.longbeach.gov), Council video archives, June 13, Special Meeting.

**MAJOR WEEKLY HIGHLIGHTS (continued)**

**Focus: Health and Human Services**

**Health and Human Services**

**West Nile Virus Update**

The City of Long Beach is currently in a *normal* season (as opposed to *emergency planning* or *epidemic*). As the season progresses and temperatures warm up, the risk of transmission should increase. As of this date, there has been no positive WNV activity detected in the City. However, the last 30 days have actually been mild in temperature (avg. temp. 69). As temperatures increase and with the late season rain, some positive activity is expected.

**Treatment**

The Health Department's Vector Control Program has been treating breeding sites, including streets, gutters, pump stations, wetlands and riverbeds every day. Mosquito counts have been relatively low. The Health Department has been successful in suppressing spikes in areas that had high mosquito counts.

**Outreach**

The State of California has given Environmental Health *Fight the Bite* brochures (including a special senior brochure), door hangers, bookmarks, and posters, which were provided to the Red Cross for distribution. City staff is available for presentations about the West Nile Virus.

**Summary of Year to Date Viral Activity**

To date, WNV positive birds have been documented in Orange, Santa Clara, San Mateo, Ventura, Sacramento and San Diego counties. Positive mosquito samples have been reported in Riverside (Salton Sea) and Los Angeles County (Chatsworth, Sunland and Santa Clarita).

**This Time Last Year Compared to This Year**

The most obvious difference is the significantly lower number of dead birds that had to be tested – and testing positive – in 2006 compared to 2005. Other indicators look similar this year compared to this time last year.

Statewide Information

2005 Data vs. 2006 Data (at week 23)

	<b>2005</b>	<b>2006</b>
Number of Positive Human Cases:	0	0
Number of Dead Birds Tested:	2727	1707
Number of WNV Positive Birds:	106	24
Number of Positive Chickens:	2	1
Number of Positive Mosquito Samples:	12	10

## **75<sup>th</sup> ANNIVERSARY LONG BEACH SEA FESTIVAL**

### **Focus: Leisure, Culture and Education**

#### **City Manager**

The Olympic spirit returns to Long Beach on June 25 when *The Beach Triathlon 2006* kicks off the *75<sup>th</sup> Anniversary Long Beach Sea Festival*, a three-month celebration featuring powerboat races, a Dragon Boat Festival and popular family events such as sand-castle building contests and movies and music at City parks. With more than 35 events, residents and visitors will be reminded once again why Long Beach is such a fun place to live or visit. Many events are free. For information about specific events, including dates, times and locations, please visit [www.lbparks.org](http://www.lbparks.org).

#### ***Watch Free Movies at Long Beach Parks!***

Family oriented movies will be shown under the stars on a 29-foot inflatable screen at local parks starting **June 19** through September 1. For information on dates, locations and movie titles call 570.3150 or visit [www.LBParks.org](http://www.LBParks.org).

#### ***Hear Free Music at City Parks!***

Enjoy a summer of free music concerts, including *The Joyful Sounds of Summer* with the Long Beach Municipal Band, starting **June 21** through September 13. For information on dates, locations and bands call 570.1743 or visit [www.LBParks.org](http://www.LBParks.org).

#### **Independence from Litter Day Beach Cleanup**

On **July 5**, Long Beach will celebrate an *Independence from Litter* beach clean-up to culminate *National Clean Beaches Week*. A beach clean-up will be held at Alamitos Beach for the downtown business community and fraternal organizations, and at Cherry Beach for more than 400 youth participating in the City's day camps. The public is invited to participate in the effort. For more information, please call Christopher Ward, Parks, Recreation and Marine, at 570.4885.

## **UPCOMING EVENTS AND PROJECTS**

### **Community Safety**

#### **Fire, Police, City Manager, Parks, Recreation and Marine, Public Works**

#### **Celebrate Safely: Fourth of July**

Fireworks are dangerous and illegal in Long Beach. Please view fireworks in a safe manner by attending one of the many professional fireworks displays held in the area. Watch your local newspaper for information regarding area fireworks shows.

#### **Keep Our Beaches Litter-Free**

Did you know that after last year's Fourth of July celebration, more than 84,00 pounds of trash were left on the beach in Long Beach? Don't be a litterbug! Please do your part and clean up every time you go to the beach.

#### **UPCOMING EVENTS AND PROJECTS (continued)**

##### **Focus: Business and Economic Assistance**

##### **Community Development, Neighborhood Services**

The newest North Long Beach Redevelopment Neighborhood Enhancement Area (NEA), DeForest Park NEA, is scheduled to start **July 1**. Until **January 1, 2007**, DeForest Park area residential property owners are eligible for the Home Improvement Rebate Program (up to \$2,000 reimbursed for exterior front property improvements), the Home Security Lock (up to \$300 voucher for deadbolt lock installation) and the Home Security Lighting Programs (up to \$500 reimbursed for exterior lighting installation.) DeForest Park NEA boundaries are Harding Street to South Street between the Los Angeles River and California Avenue. The previous NEA, Grant School NEA, ended June 1, 2006, and reimbursements to residential property owners are projected to exceed \$200,000. Since March 2000, the Neighborhood Services Bureau has coordinated the reimbursement of \$2.7 million of Redevelopment Agency funds to more than 1,300 North Long Beach residential property owners. For more information, contact Kathleen McCleary at [Kathleen.McCleary@longbeach.gov](mailto:Kathleen.McCleary@longbeach.gov) or 570.6065.

#### **AWARDS and SPECIAL RECOGNITION**

##### **Focus: Transportation and Infrastructure**

##### **Parks, Recreation and Marine, Marine Bureau**

On June 13, the Long Beach marinas were certified as *Clean Marinas* through the Clean Marinas California Program. The Clean Marinas California Program is an industry-sponsored program developed to provide guidelines for environmentally clean facilities and help protect the state's waterways from pollution. The program encourages the use of Best Management Practices in order to prevent or reduce pollution in our coastal waters.

##### **Focus: Neighborhoods and Housing**

##### **Community Development, Neighborhood Services**

More than 60 people attended a June 7 potluck celebration for two Long Beach neighborhoods honored with national Neighborhood of the Year awards by Neighborhoods USA. Better Balance for Long Beach and Coolidge Triangle Neighborhood Association shared their award-winning PowerPoint presentations about their neighborhood improvement projects. Community Hospital of Long Beach accepted the NUSA Notable Award for its generous support of the Neighborhood Leadership Program. The potluck was hosted by the Neighborhood Resource Center. For more information about these awards and upcoming Neighborhood Resource Center events, please contact JoAnn Rojas at [JoAnn.Rojas@longbeach.gov](mailto:JoAnn.Rojas@longbeach.gov) or 570-1010.

## **WEEKLY NEWS**

### **Focus: Leadership, Management, and Support** **Technology Services**

A new program, *Behind the Scenes*, has recently been added to the LBTV Channel 8 schedule line-up. The program showcases the people and venues that make Long Beach one of the most culturally diverse and exciting cities in the United States. Shows will profile art organizations in Long Beach, feature an artist living and working in Long Beach, and highlight a community or sports event that regularly place Long Beach.

#### ***Behind the Scenes* airs at the following times:**

Mondays, Wednesdays, Fridays	4:30 pm
Mondays, Wednesdays	7:00 pm
Saturdays	4:00 pm
Sundays	12:30 pm

### **Focus: Leisure, Culture and Education** **Library Services**

Community members who helped create the California Native Garden at the Dana Neighborhood Library celebrated its first anniversary on June 10 with City and community leaders. The garden project began in Spring 2005 with a Neighborhood Partners Program grant from the North Long Beach Project Area Committee.

### **Focus: Health and Human Services** **Health and Human Services**

The Health Department's S.T.A.R.S. Program has teamed up with several church youth groups in Long Beach, Wilmington and San Pedro to provide youth in the faith community a voice in alcohol and drug prevention. On June 30, S.T.A.R.S. will host a *Drug-Free Youth Community Forum* at Christian Life Church in Long Beach. The forum includes skits and activities created and performed by the *Christian Life Cross Over Youth Group*. There will also be a performance from *The Cross Over Youth Band* and Rock Hip Hop Soul Artist *Tena Jones*.

The Perinatal Multicultural Coalition (PMCC), along with the Long Beach-Wilmington Best Babies Collaborative, will host a two-hour presentation on **June 27** at the Miller Family Health Education Center, 3820 Cherry Avenue. PMCC is composed of representatives from local organizations, educators, health plans and interested persons who collaborate and empower one another to address the need for culturally-sensitive perinatal health care with a goal of improved perinatal outcomes. This event is open to the public and will cover breast cancer information and relaxation techniques from a certified biofeedback specialist. For more information, contact Yolanda Salomon Lopez at 570.4291.

**WEEKLY NEWS (continued)**

**Focus: Health and Human Services**

**Health and Human Services**

On June 1, The Knight Foundation awarded the Long Beach Drug Free Communities Coalition a grant to cover a one-year membership in the Community Anti-Drug Coalitions of America (CADCA). The Long Beach Drug Free Communities Coalition is a part of the Human Services Rehabilitation Division.

**Focus: Community Safety**

**Police**

Citywide, police officers responded to 761 priority one, 1,752 priority two and 1,338 priority three calls for service, for a total of 3,851.

The Long Beach Police Department has completed its special enforcement period in support of the National *Click It or Ticket* campaign. During the last three weeks, officers issued 2,070 citations, of which 1,660 involved seatbelt violations. Twenty-two cars were impounded because the driver was either unlicensed or driving on a suspended license. While officers will still be writing citations in the future, compliance with the law, saving lives and preventing injuries are the goals of this worthwhile campaign. The 2005 California Seat Belt Use Survey revealed 94 per cent of vehicle occupants wear their seat belts. This leaves 3 million people who do not buckle up on California roadways. Please buckle up!

**Focus: Community Safety**

**Fire and Community Development, Neighborhood Services**

On June 8, the Willmore Community Police Center hosted the first of six Community Emergency Response Team (CERT) training sessions presented by the Long Beach Fire Department. Thirty-one residents signed up to participate in this twenty-two hour training program designed to give neighborhood volunteers the skills and knowledge necessary to assist those around them during a major disaster until professional emergency services arrive. For more information about the CERT program contact [Teresa\\_Gonzalez@longbeach.gov](mailto:Teresa_Gonzalez@longbeach.gov).

**Focus: Leadership, Management and Support**

**Community Development, Neighborhood Services**

The Wrigley and Anaheim Community Police Centers accommodated approximately 250 voters on Tuesday, June 6 for the City and State Primary elections. The Wrigley Community Police Center on the Pacific Avenue corridor, which welcomed 75 voters, has served as a regular polling place for several years. The Anaheim Community Police Center, located on Gaviota and Anaheim Street, was able to accommodate 175 voters. For more information contact [Teresa\\_Gomez@longbeach.gov](mailto:Teresa_Gomez@longbeach.gov).

**WEEKLY NEWS (continued)**

**Focus: Neighborhoods and Housing**

**Community Development, Neighborhood Services**

The Willmore Community Police Center sponsored a neighborhood clean-up on Saturday, June 10. Nineteen area residents and staff from the Neighborhood Services Bureau removed 10 tons of trash and debris, including items dumped in the alleys, from the Willmore Neighborhood Improvement Strategy (NIS) area. For more information about the Willmore Community Police Center contact [Teresa\\_Gonzalez@longbeach.gov](mailto:Teresa_Gonzalez@longbeach.gov).

On June 10, staff from the Anaheim Street Community Police Center and the Anaheim Street Community Police Center Advisory Board sponsored a neighborhood clean up in the MacArthur Park/Whittier School Neighborhood Improvement Strategy (NIS) area. Thirty-five area residents and business owners worked together and collected nine tons of trash and debris from the neighborhood. For more information contact [Bryant\\_Ben@longbeach.gov](mailto:Bryant_Ben@longbeach.gov).

As part of a pilot program, Code Enforcement responded to several complaints about the proliferation of advertising signs being placed upon the medians and parkways in the area of Stearns Avenue, Redondo Avenue, Los Coyotes Diagonal and Lakewood Boulevard. Code Enforcement contacted the owner of each business and explained the code violations. Written warning notices were also provided. Due to non-compliance, City employees seized approximately twenty-five of these illegally placed signs. The owner will be billed for City costs in abating this nuisance. For more information contact [Greg\\_Bess@longbeach.gov](mailto:Greg_Bess@longbeach.gov).

The Neighborhood Leadership Program (NLP) Class of 2006 held Session 8 of the program on June 8. A featured presenter from the National Conference for Community and Justice (NCCJ) shared strategies for fund development and the essential components required for effective proposal cover and donation request letters that will assist the class with the community projects they are developing along the Atlantic Avenue corridor. Eight class projects will be completed in the coming weeks along the Atlantic Avenue corridor between Ocean Boulevard and Spring Street. NLP project groups submitted first drafts of their \$1,000 matching grant proposals on Friday June 9.

The Neighborhood Leadership Program is a nationally recognized multi-lingual, multi-cultural program. The program has been a collaborative effort between the City of Long Beach, Neighborhood Services Bureau and the National Conference for Community and Justice for the past eleven years. For more information about the Neighborhood Leadership Program, please call 570.1010 or contact [Francisco\\_Rodriguez@longbeach.gov](mailto:Francisco_Rodriguez@longbeach.gov).

**WEEKLY NEWS (continued)**

**Focus: Business and Economic Assistance**

**Financial Management**

Small businesses can certify once in California's Small Business Program and then be eligible to bid on procurement/contracting opportunities as a certified small business with several governmental agencies throughout the state including the City of Long Beach, now that the City is a Reciprocity Partner in California's Small Business Program.

Reciprocity Partnerships ensure governmental procurement and contracting staff have access to the same database of more than 14,000 small businesses that have met specific eligibility requirements.

For small businesses, Reciprocity Partnerships:

- Provide expanded opportunities to do business with government;
- Increase visibility locally and statewide;
- Increase contracting opportunities, which can positively impact the local economy; and
- Make it almost effortless to participate in multiple small business programs.

**Parks, Recreation and Marine, Community Enrichment Programs Bureau**

On June 10, Homeland Cultural Center's Theatre Company in collaboration with Khmer Girls In Action (KGA), performed an encore presentation of "The Die Rolls Three." About 500 audience members attended the event and celebrated their achievements in the Yellow Lounge at California State University, Long Beach. The play was part of a California Humanities grant.

**Parks, Recreation and Marine Community Recreation Programs Bureau**

More than 70 Adaptive Recreation participants joined the Long Beach Special Olympics at the 38th annual Special Olympics Southern California Summer Games, held at California State University, Long Beach on June 16. Participants joined 3,000 athletes and volunteers from throughout California to compete in aquatics, track and field, gymnastics, basketball, bocce, tennis, and a number of demonstration sports.

**Parks, Recreation and Marine, Special Events and Filming Bureau**

Proposal Productions, Inc., with a cast and crew of 165, filmed a feature movie *License to Wed* at Joe Jost's on June 13, 14, and 15.

M Boy Productions Inc., with a cast and crew of 125, filmed a feature movie *Mama's Boy* at various downtown locations on June 13, 15, and 16.



## **WEEKLY NEWS (continued)**

### **Focus: Business and Economic Assistance**

#### **Parks, Recreation and Marine, Special Events and Filming Bureau**

Downtown Reel Productions, with a cast and crew of 75, filmed a TV commercial for *Champion* sports wear at Veterans Memorial Stadium on June 7.

Chelsea Pictures, with a cast and crew of 50, filmed a TV commercial *Crestor*, a cholesterol medication, at El Dorado Park East on June 9.

### **Focus: Neighborhoods and Housing**

#### **Civil Service**

On June 9, 23 City employees from various City Departments attended *Career Day* at Franklin Middle School. This event was organized by the Civil Service Department in collaboration with staff at Franklin Middle School. Employees made 20-minute presentations to individual classrooms and gave an overview of how they got into their careers and the bumps in the road in between. The underlying message was to stay in school and seek out mentors who can help them achieve their goals.

### **Focus: Utilities**

#### **Long Beach Gas and Oil**

Through the City's *Speakers Bureau*, the Department's Operations Manager was requested to speak at the June 6 Long Beach Kiwanis Club meeting to discuss the recent rise in gasoline prices and the relationship the price of oil has in determining that price. Kiwanis Club members learned about the conditions of the recent low supply of oil in the world, due to the increase in consumption by China and India, the world economy as a whole needing more oil, effects of hurricanes in the Gulf Coast on the U.S. and our ability to produce oil, the devaluation of the dollar, and refinery limitations. All these conditions have contributed to the recent rise in oil prices.

#### **Long Beach Gas & Oil, Gas Services Bureau**

Staff completed a total of 3,198 service calls. This total included 1,073 Water Utility Turn-Ons, and 868 Turn-Offs. During this period, 936 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 321 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 303 emergency phone calls that resulted in 82 emergency orders being sent out.

**WEEKLY NEWS (continued)**

**Street Construction Report**

**Water Department, Sewer & Sewer Lift Station Modifications**

Contact: 570.2323

**Intersection of Broadway & Magnolia**

**I-710 Broadway Exit Impacted**

Broadway: One left lane closed during rush hour traffic

Broadway: Two left lanes closed when traffic clears

**Estimated completion: June**

**Public Works, Street Improvements**

Contact: 570-5160

Redondo Ave.

Ocean Blvd. to Second St.

**Estimated completion: June**

**Public Works, Streetscape and Street Improvements**

Contact: 570-5160

Long Beach Blvd.

North of Artesia to North City Limits

**Estimated completion: June**

**Public Works, Traffic Signal Improvements**

Contact: 570-5160

Long Beach Blvd.

Wardlow Rd. to North City Limits

**Estimated completion: November**

**Public Works, Street Improvements**

Contact: 570-5160

Anaheim St.

Ximeno to Pacific Coast Hwy.

**Estimated completion: July**

**Long Beach Gas and Oil, Gas Pipe Installation**

Contact: 570.2060

Gateway West area

Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

**Estimated Completion: July**

**Long Beach Gas and Oil, Gas Pipe Installation**

Contact: 570.2060

20th St.

From Santa Fe Ave. to alley east of Easy Ave.

Hill St.

From Webster Ave to Delta Ave.

Caspian Ave.

From Hill St. to 20<sup>th</sup> St.

Baltic Ave.

From Hill St. to 20<sup>th</sup> St.

**Estimated completion: June**

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager  
Reginald Harrison, Deputy City Manager  
Suzanne Mason, Deputy City Manager  
City Manager Department Heads  
Tom Modica, Government Affairs Manager  
Jyl Marden, Assistant to the City Manager